

**THE RELATIONSHIP BETWEEN APPROACH
BEHAVIOR AND SERVICESCAPE OF EVENT
ORGANIZED BY TOURISM MALAYSIA**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

This research was conducted for the purposed of “The Relationship between Approach Behavior and Servicescape of Event organized by Tourism Malaysia”. The main objective of this research was to determine the levels of customer satisfaction for the elements of servicescape that is physical facility, ambient condition, location and interpersonal condition whether to participate and lengthen the stay in the next event for the approach behaviour.

The respondent of this study was hoteliers in Kuala Lumpur and Selangor. 80 questionnaires had been distributed to those hoteliers who participate the event organized by Tourism Malaysia. The researcher had used probability sampling and simple random sampling as the sampling technique.

The conclusion of this study was the outcome from the survey analysis and findings. Through the research, it shows that majority of hoteliers who involved in the event organized by Tourism Malaysia found that the services were effective since objective of this study have been met.